

Communique demands revamped Clarke image

By Fran O'Brien

Results of Communique's study of Clarke's declining enrollment and proposals to counteract this problem were presented to faculty and students Thursday, Jan. 18, by Tom MacArthur, Communique consultant.

Communique, a research group from Milwaukee, Wis., recently completed an in-depth study of the enrollment situation. According to Clarke President Robert Giroux, this project ties in with the long-range study of the college.

Communique's report showed a 12.8 per cent freshman enrollment decline since 1966-67. While this decline reflects a national downward trend in students seeking a college education, it was pointed out that if this pattern continues at its present rate only 386 students would be enrolled at Clarke in 1975-76.

An increase in students commuting from the Dubuque area and in students from the Chicago suburbs indicate that the marketing scene is changing. Six years ago 25 per cent of Clarke students resided in the Dubuque area. At present this percentage has risen to 37.7. Areas such as Des Moines and the Chicago metropolitan region have declined in importance to the Clarke enrollment.

Attitudinal change

Many reasons were cited by the research group for the declining enrollment. Like other independent colleges and universities, Clarke faces the private college tuition dilemma. The change in society's attitude about the need for a four-year liberal arts education or any college education is also thought to be significant. The enrollment in two-year colleges has risen along with the number of vocational-edu-

cation job certificates.

Problems relating specifically to Clarke's declining enrollment were also considered.

MacArthur noted that "Clarke has an unusually high rate of attrition particularly in the freshman year." He cited several reasons why students left Clarke. Some had only come to the college because of parents' wishes. Others were disillusioned with the tri-college program.

Other reasons were dislike for the Dubuque community and dissatisfaction with the social atmosphere. Isolation from the Dubuque community resulting in a "we/they" attitude and restricted social opportunities were other reasons mentioned for the enrollment decline.

Public image

Through an attitude study, Communique sought to determine

how Clarke is perceived in the views of its various publics. MacArthur observed that "in all we conducted 812 separate interviews with none lasting less than 25 minutes."

Among those interviewed were present students, withdrawing students, prospective students and their parents, lost prospects, alumni and their parents, Dubuque influentials, and high school guidance counselors. The research group found that while most of those interviewed generally viewed Clarke favorably, they had little specific knowledge about the school.

Areas for change

Communique pointed out several areas where change could aid in solving Clarke's enrollment problem. Some of the changes suggested are: undertaking a curriculum reform program, expanding social opportunities, bringing regulations more in line with contemporary standards, and a closer tri-college effort.

Researchers also suggested that Clarke should seek to attract students closer to home, minority students, and those eligible for Iowa Tuition Grants. Another

suggestion was to develop a program of continuing education and to offer a two-year Associate of Arts degree.

Under the financial area they proposed developing new market areas, mobilizing the alumnae to help in acquiring new students and paving the way for a major fund drive, putting the admissions office on a more business-like footing, and becoming more economically minded.

Accent on leadership

"Above all," reported the Communique study, "Clarke must change its image from that of a small, sheltered, liberal arts—fine arts college for moderately bright, upper-middle class Catholic girls to that of a progressive Christian college for women offering individualized educational programs aimed at preparing women for leadership roles in business, government, science, industry, education, medicine and the arts."

As Dr. Giroux stated, "We must bear the mantle of leadership for women."

The decision of what action to follow now rests with the Board of Trustees, scheduled to meet today.

THE COURIER

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(Photo by Marcia Joffe)

BEWARE:

'The Bear'

By Jane Harris

He's a bear, a boar, the subject of a hilarious farce about love and money. On Tuesday, Feb. 13, Anton Chekov's "The Bear" will be presented in Clarke's arena theater. The production is a senior comprehensive project by Diane Donnelly.

The cast includes Rick Rose as the scoundrelly Grigory Smirnov; Debbie Skriba as the loyal but young, mourning widow Elena Popova, and Gloria Hebert as Luka, Popova's aged servant.

The performance begins at 7 p.m. Admission is free. Come join in an hour of delightful, light-hearted entertainment.

Mid-year election results

Recently elected to the office of secretary of the Clarke Student Association (CSA) is Diane Boge. She replaces Maryann Kelleher who resigned because of a conflict in her schedule.

The following students were recently elected to one-year terms on the college Forum: Margie Cor-

rigan, Pat Kennedy, Jean Larsen and Linda Walker.

Faculty members elected to serve on the same body are: Dr. Mary Guest, Sr. Francis M. Aid and Sr. Marguerite Neumann. Incumbent faculty members are Sr. Mary Ellen Caldwell and Dr. Henry Goldstein.

Joint programs, hiring policy for the tri-colleges

The Executive Board of the Tri-College Cooperative Effort has presented immediate plans to the tri-college community. Present cooperative efforts include a request that the chairpersons of similar departments meet to plan course offerings for the 1973-74 academic year, and then submit a single course offering report to the deans of the three colleges.

The Executive Board has also accepted a faculty hiring policy which states that no college will hire new faculty members without first consulting with the other colleges at the levels of department and dean.

A common summer school calendar for the summer of 1973 has been adopted for the tri-college community. It will consist of three three-week sessions, with common tuition, joint publicity and recruitment, and common room and board fees.

As other long range goals are formulated by the Executive Board, task forces will be established, each force given a specific charge or mission. The task forces will be composed of faculty, students and appropriate administrators, recommended by each college.

around clarke

Student volunteers are still needed to read books into tape recorders at Hempstead High School. Many high school students are non-readers or very low-level readers and listening to tapes helps them greatly. Tape recorders, books and tapes will be provided. Please help. Please contact Katie Fischer, ext. 737.

Civilization films are being presented again this semester every Sunday at 3 p.m. in ALH. This Sunday's film is "The Smile of Reason" and next week's will be "The Worship of Nature." And don't forget to catch "General Hospital" every Monday through Friday at 2 p.m. on ABC.

After months of gathering and editing material, the tri-college literary magazine is on its way to you. Set to be published on Feb. 19, ISIS is a 28-page collection of student poetry, short stories, graphics and photography.

The magazine will be distributed free to all tri-college students.

Yesterday was sign-up day for Reach Another Person (RAP). If you missed your chance then, but you want to volunteer your time to helping others, contact Suzie Rubenbauer, box 626, or on the OCS bulletin board. It's not too late to sign up, or to reach another person!

The French film "La Symphonie Pastorale" will be shown Feb. 13 in ALH at 7 p.m.

Sr. Diana Malone, BVM, of the Clarke chemistry department, has published an article in *The Journal of Inorganic and Nuclear Chemistry*. Sr. Diana compiled information for the article through research done at Louisiana State University, Baton Rouge. She presented the paper at the American Chemical Society meeting in New York City last fall.

Aeronautics Board cancels special rates, but students fight for youth plane fares

By Mary Pat Rich

If you are one of five million student travelers who plan to use the Youth Fare identification card until your 22nd birthday, read on and act now.

Recently, the Civil Aeronautics Board (CAB) abolished Youth Fares, as a result of their Domestic Passenger-Fare Investigation.

The investigation reported "that youth standby, youth reservation and family fares are unjustly discriminatory and that family and youth reservation fares are also unreasonable." Age alone isn't a valid distinction between passengers.

The CAB did defer cancellation of these fares pending further hearing on the question of an adjustment to normal fares. If the

fare is later cancelled, the privileges of the identification card would be revoked.

In the interest of preserving discount fares and through the sponsorship of the National Student Lobby and Continental Marketing Corporation, the Coalition to Retain Air Discount Fares (CRADF) has been formed.

The purpose of CRADF is to alert every traveler affected and advise them they may lose from 25 per cent to 33 per cent air fare reductions.

This alert is in the form of letters sent to every college, which, when signed, are submitted to the CRADF office in Washington, D.C. They will be sorted, counted and forwarded to the proper congressman.

National Student Lobby Leaders will then visit members of House and Senate Commerce Committees in an effort to get at least one Republican and one Democratic sponsor from each committee. They will work with the staffs of the committees to preserve discount fares.

On Feb. 28, the National Student Lobby Conference will be held with students from all parts of the country to consider the problem. The student delegates will visit with their own legislators to urge positive and final action to retain these important fares.

To help your congressman act to pass legislation that will allow the CAB to discriminate on the basis of age by keeping Youth Fares, write to: CRADF, 413 East Capitol Street, S.E., Washington, D.C. 20003.

Flu outbreak hits Clarke students

By Mary Jo Becker

An outbreak of the London flu has accompanied the opening of second semester at Clarke. Sr. Alice Kerker, the college nurse, cited a five per cent increase in the number of flu cases reported and a slight increase in the sick list. As she pointed out, however, many of those stricken take care of themselves, while others become ill over the weekend and do not report their illness.

A high fever (104-105 degrees), fatigue, headache, muscular aching, and chest congestion are the foremost symptoms, which are similar to those of a cold, common this time of the year. Although body temperature returns to normal within 72 hours, a lack of appetite and severe cough often continue for as long as ten days.

Nationwide, the Center for Disease Control (CDC) in Atlanta, Georgia, reported outbreaks of the London flu in 23 states, including Iowa, Michigan, Ohio, Utah, Virginia, and Louisiana. Especially critical in the Middle Atlantic

and Pacific regions, the London flu varies from minimal to serious cases which may develop into bronchitis or pneumonia.

Originating in London this fall as an offshoot of the Hong Kong flu, this new virus has created speculation on the origin of new strains. According to Dr. Robert Webster of St. Jude's Children's Research Hospital in Memphis, Tenn., two theories prevail.

The first states that a new strain results from a change in an existing form of the virus, while the second claims that it results from a genetic interchange or recombination between a human virus and one affecting animals or birds.

The new virus then spreads from one victim to the next, becoming more potent with each case. But the virus eludes flu fighters by mutating every few years into a new variant or strain. Thus, pharmaceutical companies must produce a new vaccine which includes the variant (or virus).

However, the time lapse between discovering the new variant and developing a vaccine to combat it is so long that the flu outbreak has usually passed. The vaccine is stored for the next outbreak in the hope that a new virus will not develop. This explains why the vaccine available this year is not fully effective against the new London variant.

However, the pharmaceutical companies which sell vaccines met with federal health officials recently to discuss producing a 1973-74 flu vaccine which contains the London variant. Dr. T. R. Van Dellen reported in the *Chicago Tribune* that a vaccine containing A/Eng/42/72 is in production. It will be available to those vulnerable to complications, namely, the elderly and those suffering from chronic heart and lung conditions.



Rehearsing for this weekend's APO Sneak Preview are John Cook, Nancy Meis and Mary Tavegia. (Loras photo)

Sneak a peak at APO

The 19th annual APO Sneak Preview will be presented on Feb. 2, 3, and 4 at 8 p.m. in St. Joseph's Auditorium, Loras.

Sneak Preview '73 is a multimedia musical variety look at Loras College. The show takes a humorous look at life in Dubuque and an adroit stab at life in general.

Some aspects of Loras life satirized include the athletic department, the infirmary, the cafeteria, the ghost of Henion Manor, the Basics Program and the Student Senate.

Featured songs are *Jean, You're So Vain, I Am Woman, The First*

Time Ever I Saw Your Face, Sunny Skies, If We Only Have Love, and Rubber Duckie. A slide presentation of James Thurber's "Last Flower" will also be shown.

Clarke students in this year's production are junior Nancy Meis, and sophomore Terry Redelman. Mary Tavegia, Clarke junior, is the musical director of the program, and freshman Marcia Hovel is pianist.

Admission is \$1.50 per person and \$2.50 per couple. Alpha Phi Omega, a national service fraternity, will donate all proceeds to a Dubuque charity.

Shows set for stargazers: 'Copernicus' opens season

By Ellen Edel

The Clarke Planetarium has announced its schedule for the spring semester. Planetarium programs will be held on Sundays at 1:30.

On Feb. 18 "Nicolaus Copernicus" will be featured. This program commemorates the 500th anniversary of the birth of this great Polish astronomer.

The "Astronomy of Dante's Divine Comedy" will be shown Mar. 18 and Apr. 15. This Easter program is based on Dante's description of his trip through the center of the earth and of his observations on the stars of the southern hemisphere.

The May and June program will be "Skylab," a discussion of the mission plan of the first United States manned space station, which will be placed in orbit in the spring of this year.

The final show of the season will be held in July. Entitled "Marquette and Joliet," it will commemorate the 300th anniversary of their voyage on the Mississippi River.

The public is invited to attend the Sunday programs.

Director of the Planetarium is Sr. Martha Ryder, BVM, chairman of the physics department. Senior Colleen Yonda is assistant director.

Antsy about your future? Check the Placement Office

Looking for a job? Wondering what graduate schools have to offer you? Hoping to get a teaching job this fall? Then read on, and see what the Guidance and Placement Office has to offer you.

Now available in the guidance office is a six-book set of graduate school possibilities, listed by subjects. Also new in the office is the Illinois Employment Information brochure. This monthly booklet lists state and county job opportunities for graduates. Applicants needn't be from Illinois.

Those of you expecting teaching jobs are reminded to complete the forms needed for your professional folios as soon as possible. These files must be completed before information can be sent to possible schools for jobs.

A recruiter for Northwestern Bell Telephone will be on campus Feb. 14 from 9-4 in the solarium. He is interested in seniors with most majors. On campus Feb. 21 will be Peter Solar, recruiting for the Cedar Rapids public school system. He will talk to Clarke, Loras and UD students from 1:30-5 in the MJ Television Lounge.

And don't forget to check the bulletin board for jobs, fellowships and assistantships.

Lettuce boycott movement renews supermarket support

By Mary Jean Timp

At a meeting held Saturday, Jan. 20, at the Meatcutters Hall, 11th and Bluff, Dubuque, members of the Lettuce Boycott movement discussed common problems and considered strategy necessary to retain the boycott's strength.

The meeting was led by Lando Valadez, head of the Iowa Boycott Committee, who answered questions and guided the group of about 20 in a discussion of the movement's goals for 1973. Representatives from Waterloo, Iowa City, Marshalltown, and Chicago gave area progress reports.

It was noted that the California Supreme Court, in a landmark decision, voted 6-1 that the Teamsters Union is not representative of farm workers and presents them with no bargaining power. This means that excuses made by farm owners that they have contracts with the Teamsters Union means little or nothing in terms of benefiting farm workers.

Varying degrees of pressure to be imposed on store managers in an effort to get them to buy U.F.W. (United Farm Workers) produced lettuce were discussed as well as systematic methods of checking warehouses.

Most U.F.W. attention is being devoted to A&P and Safeway stores, supermarket chains that are large quantity buyers of non-union lettuce. Members believe picketing may be necessary, because although some of the stores in the chains sell union lettuce, pressure must be applied to all of them so that lettuce supply warehouses in Chicago get enough calls to supply all the stores in the chains.

It was mentioned that some stores of the chains have been pressured to sell union lettuce while the majority, or those not pressured, continue to sell non-union lettuce. It was emphasized that to produce results all stores of a chain must sell U.F.W. lettuce.

Music educators elect officers

The Clarke chapter of the Music Educators National Conference (MENC) recently elected the following officers: Father Daryl Millard, SVD, president; Sue Droll Ciucki, vice president; and Sr. Mary Beth Driscoll, PBVM, secretary.

Other members of the Clarke chapter are Catherine Farley, Betty Koethe, Sue Kuzniewski, Sr. Margaret Anderson and Shirley

Wessles. The chapter is moderated by Sr. Helen Schneider, BVM.

MENC is primarily geared to music professional fields. Every two years a national convention is held at which prominent music educators discuss all phases of music from elementary school through university levels. The annual Midwestern MENC convention will be held in Milwaukee, Wis., Mar. 29-Apr. 1.

Change.

We honor symbols of tradition, but mainly as reminders of our responsibility for progress.

To the editor:

It looks like Clarke, as a college for women, is finally getting into the movement of women for equal treatment and attainment of their rightful place in society.

However this new 'Women in Motion' theme should be carried over into all aspects of our college life. The image of Clarke as a progressive women's college won't be complete unless a certain irrele-

vant custom is eliminated. I am talking about the tradition of "honoring" the engaged and married seniors on Valentine's Day.

In this period of time, when women are making great strides in becoming less dependent on males, who have dominated their world for so long, and are becoming more career minded and interested in making a significant contribution to society, this custom is an anachronism. It belongs back in the days when the majority of people still thought that women's chief place was in the home, having children and doing housework—in the days of Clarke College when the majority of women went to college in case they didn't get married and would have to support themselves, or to look for a husband, or in order to have something to fall back on when their kids grew up.

In those days, women were very marriage oriented, but that is not the purpose of a college education today. We are not here at Clarke College to get married, but to get an education; and I don't believe that we should put those girls who happen to be married or are planning to in the near future on a pedestal, because they are

no more admirable as women than any other student here.

Therefore, I propose that something more relevant to the whole Clarke student body be substituted for this old tradition, which has been fun, but which no longer belongs in a women's college in the 1970s.

Sincerely,

Kathy Maloney '74

By Erin Martin

In this day of women's liberation and Ms. magazine, some of the traditions surrounding various occasions have been altered to coincide with the changes in attitudes of and about the American woman.

Clarke College is not immune to these attitudinal changes. One such tradition which has been altered is that of the Valentine Dinner. Previously, the Valentine dinner was held to honor the engaged or married seniors. Each girl received a long-stem red rose at the dinner and told a brief, humorous story about how she got engaged.

This year, the senior class decided to change the tradition of the dinner. The seniors will have a cocktail party before the dinner at which engaged seniors will

receive their red roses. If a senior has an exceptionally funny story to relate, she may tell it at that time.

At the dinner itself, which will be held on Thursday, Feb. 15, there will be no special tribute paid to the engaged seniors, but some members of the senior class will provide entertainment at the dinner. Maybe this year's senior class will be credited with the start of a new tradition at Clarke!

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